

# COVID-19 Behaviour

Public Opinion Research  
Release Date: January 06, 2022  
Field Dates: December 30, 2021 to January 05, 2022

# Tracking the Impacts of COVID-19

Since the early days of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking attitudes and reported behaviours impacted by the pandemic.

Today, INNOVATIVE is releasing the results from our December *Canada This Month* survey. This online survey was in field from December 30<sup>th</sup> 2021 to January 5<sup>th</sup> 2022 with a weighted sample size of 1,000 Canadian residents. Detailed methodology is provided in the appendix.

This report covers the activities Canadians are participating in and the level of risk Canadians are taking on with their behaviours.

# Shopping Activities: Almost all (91%) of respondents have visited a grocery store or a drug store within the last 7 days

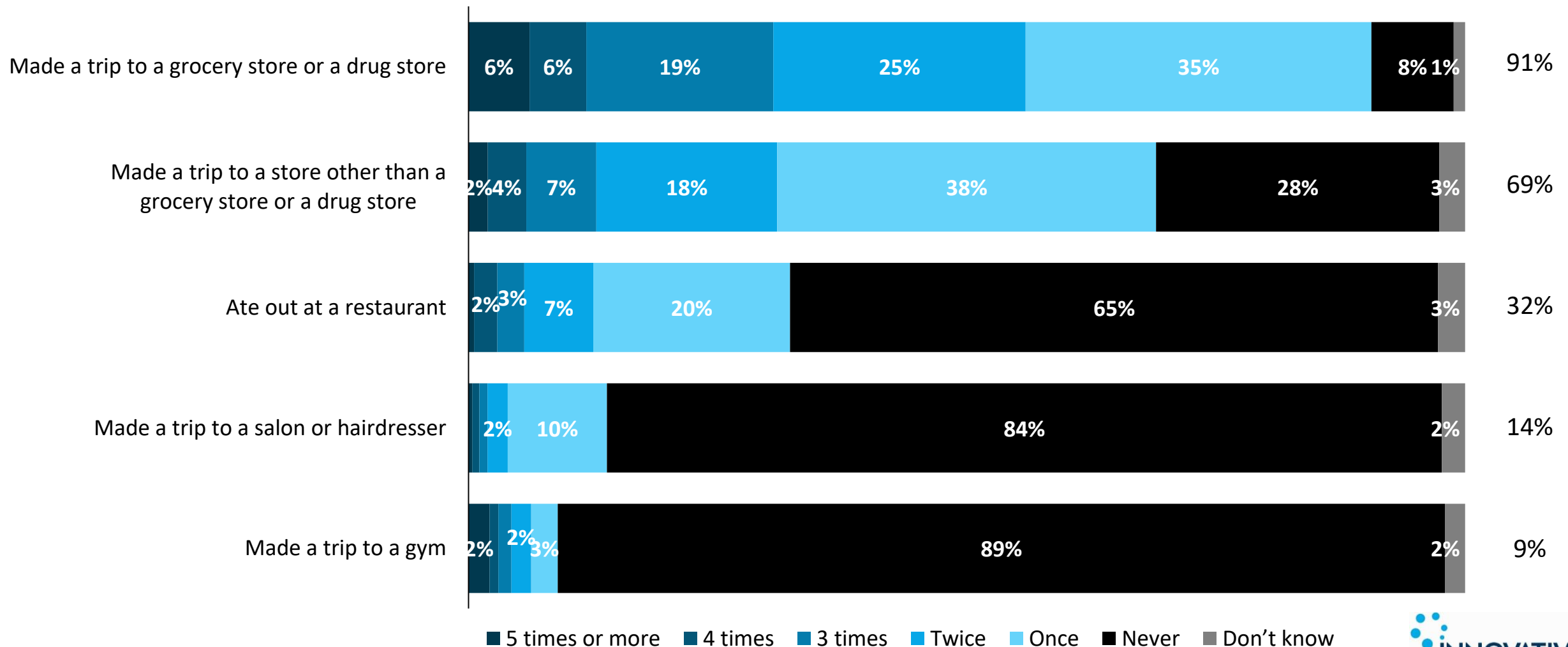


Over the past 7 days, how often have you done each of the following?

[asked of all respondents; n=1,000]

**Current Wave: December 30 2021 – January 5 2022**

% At least once

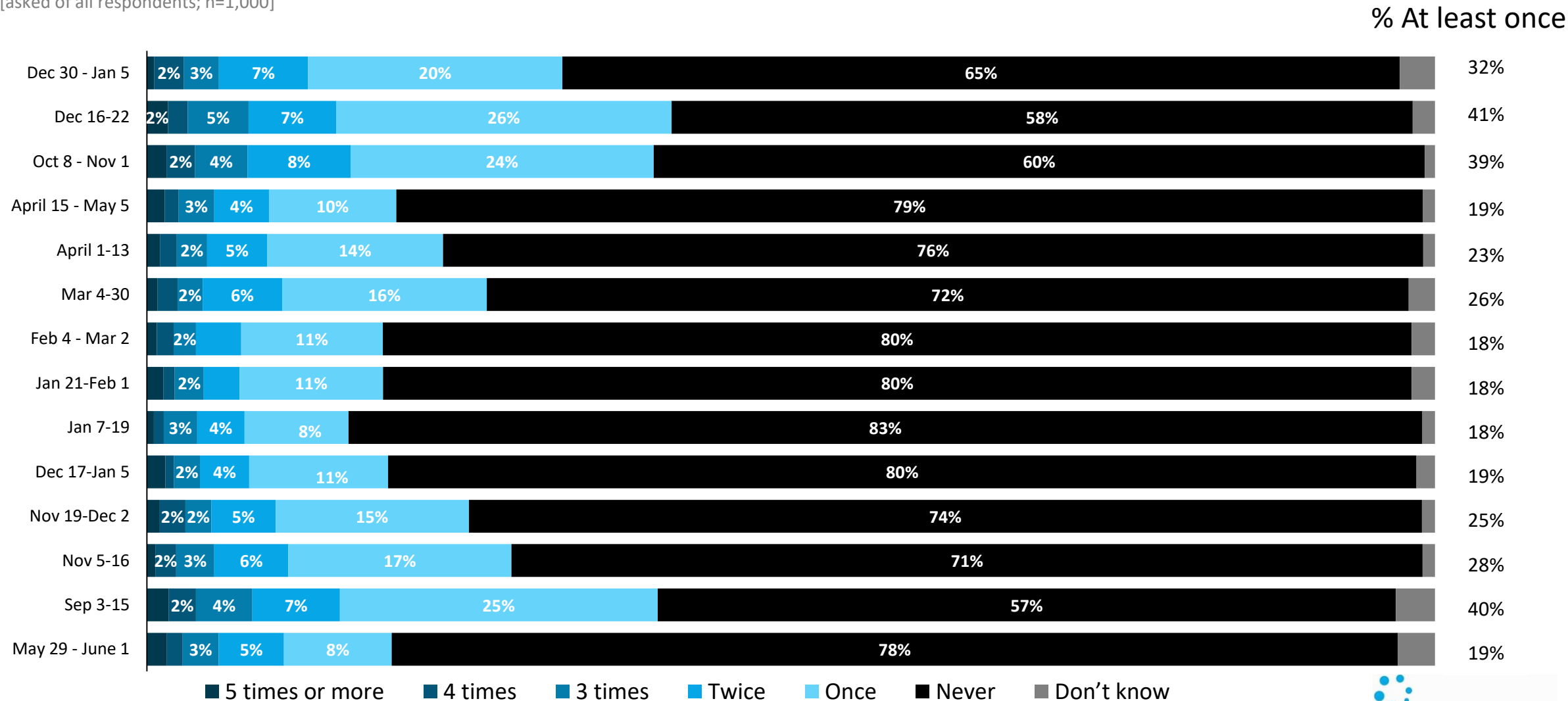


# Shopping Activities: 1-in-3 (32%) of respondents have at least once ate out at a restaurant; lowest since October 2020



Over the past 7 days, how often have you done each of the following? **Ate out at a restaurant**

[asked of all respondents; n=1,000]

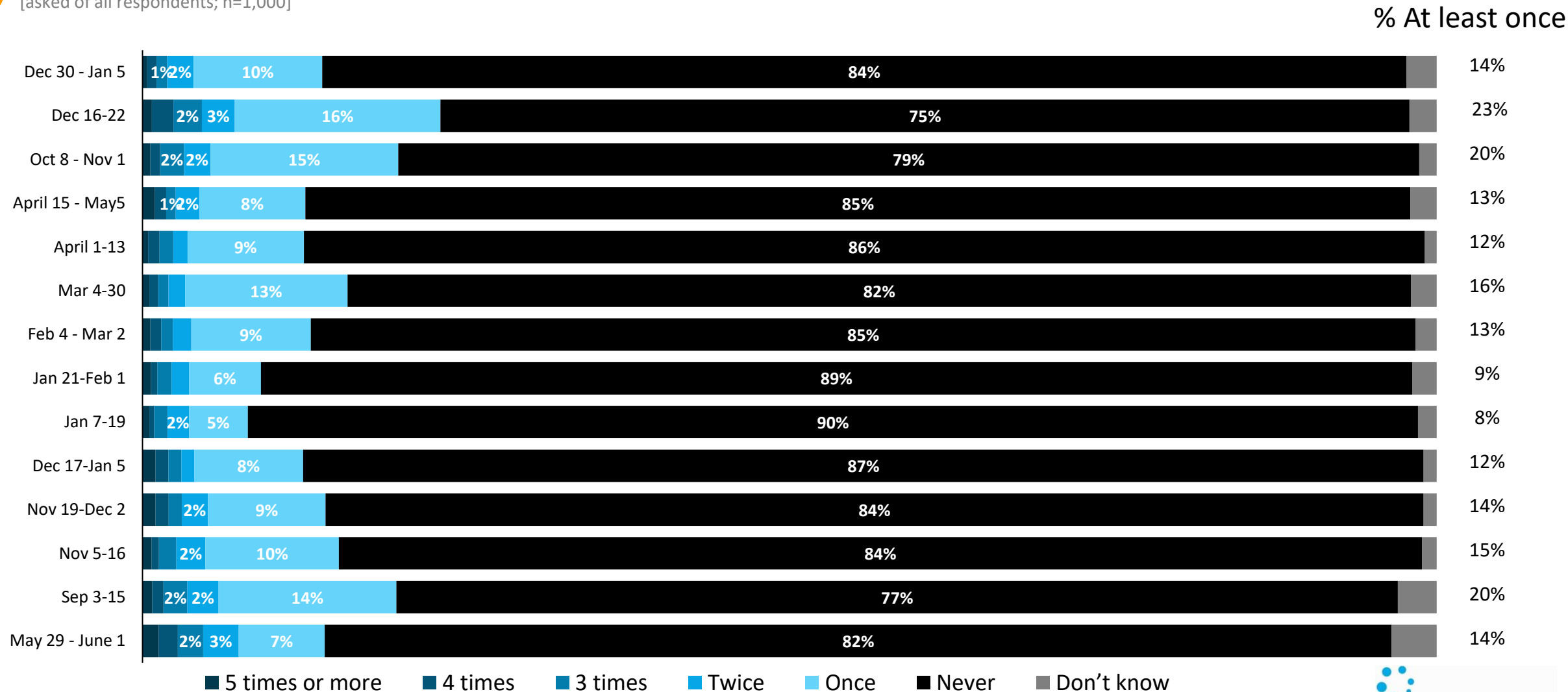


# Shopping Activities: 1-in-10 (14%) of respondents have at least once made a trip to a salon or hairdresser; down 9-points since the last wave



Over the past 7 days, how often have you done each of the following? **Made a trip to a salon or hairdresser**

[asked of all respondents; n=1,000]



**Note:** Labels not shown for categories with a frequency of less than 2%

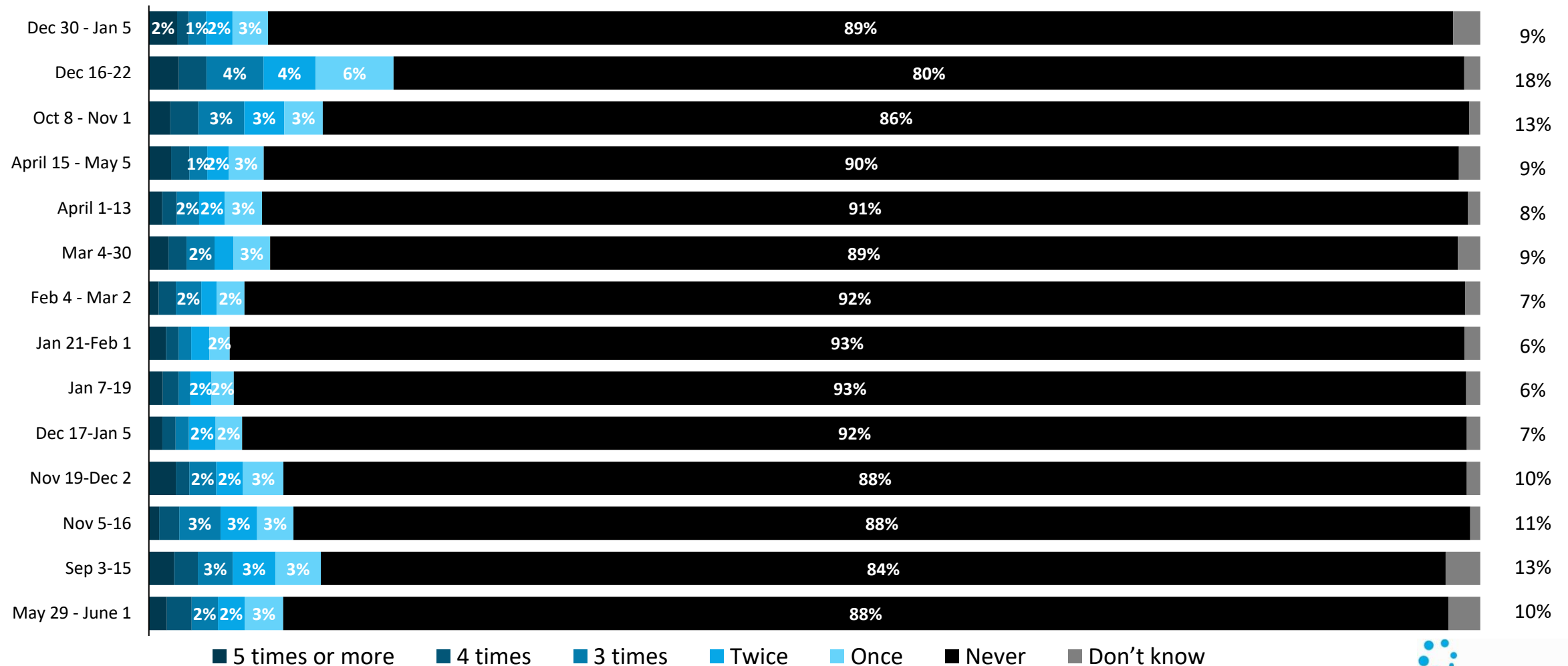
# Shopping Activities: 1-in-10 (9%) have at least once made a trip to the gym; down 9-points since last wave and on par with April/May 2021



Over the past 7 days, how often have you done each of the following? **Made a trip to a gym**

[asked of all respondents; n=1,000]

% At least once



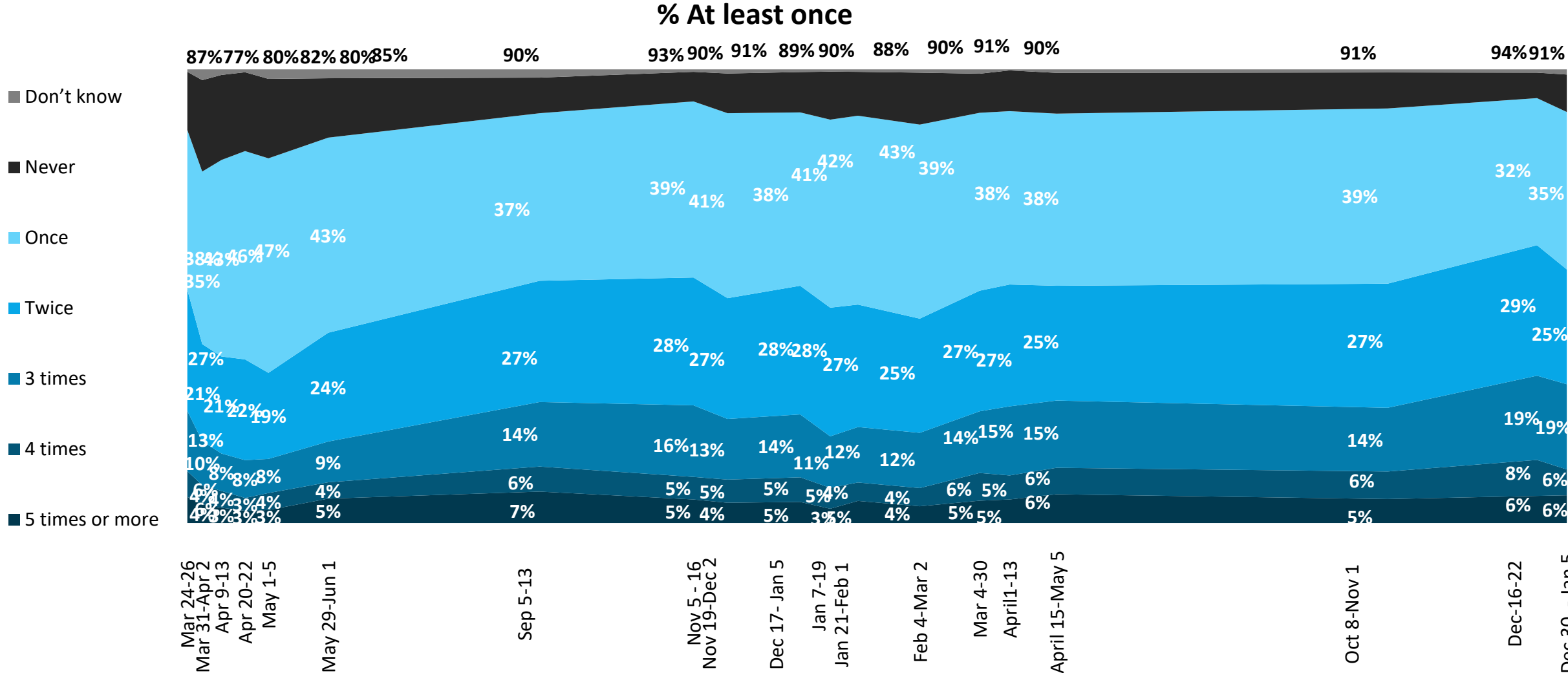
**Note:** Labels not shown for categories with a frequency of less than 2%



# Trip to Grocery/Drug Store: Almost all (91%) of respondents visited a grocery store or drug store in the past 7 days, steady since April 2021



Over the past 7 days, how often have you done each of the following? **Made a trip to a grocery store or a drug store**  
[asked of all respondents, n=1,000]

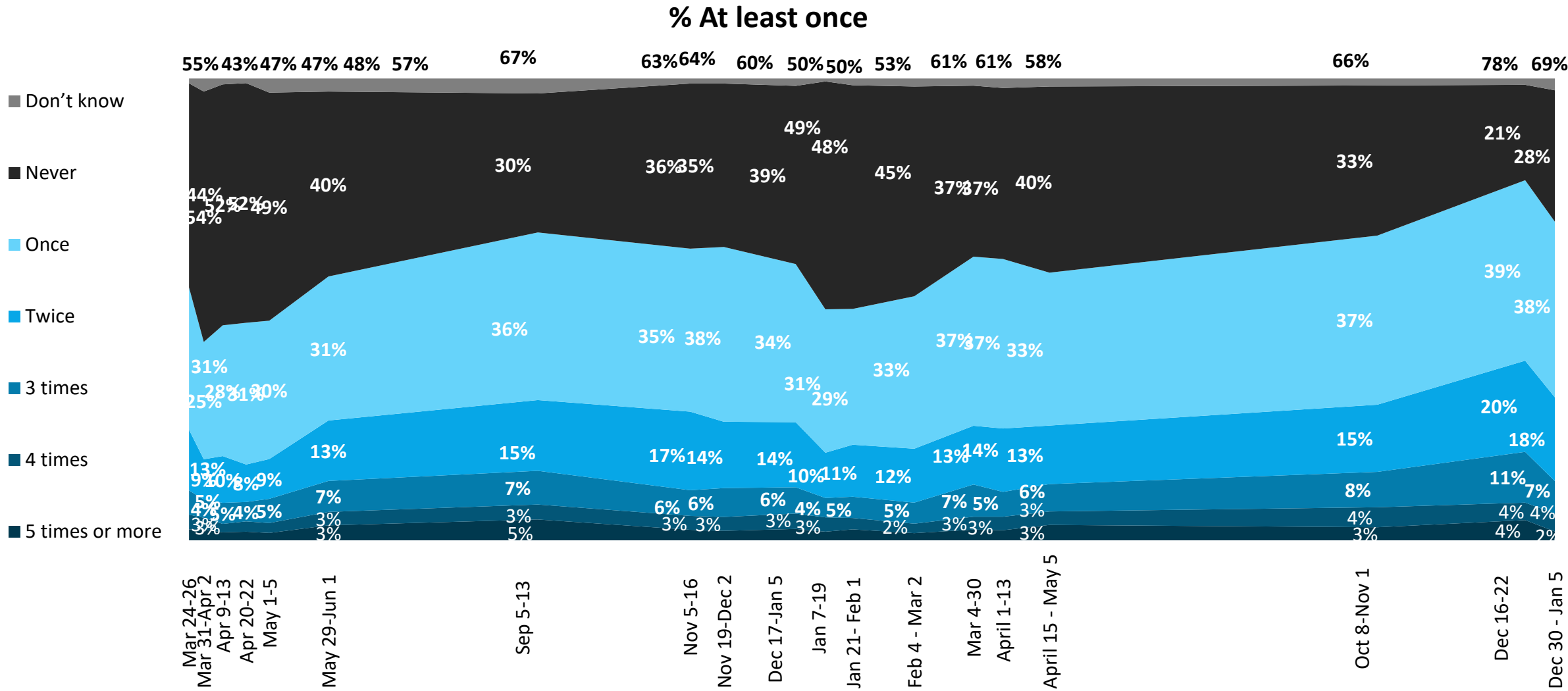


**Note:** Labels not shown for categories with a frequency of less than 2%

# Trip to Other Store: Most reported visiting a non-grocery/drug store in the last week (69%), 9 points down from the last wave of tracking



Over the past 7 days, how often have you done each of the following? **Made a trip to a store other than a grocery store or a drug store**  
[asked of all respondents, n=1,000]



**Note:** Labels not shown for categories with a frequency of less than 2%



# Social Activities: Common social activities were visiting a friend/relative<sup>9</sup> in their home (61%) and gathering w/ a small group inside a home (45%)

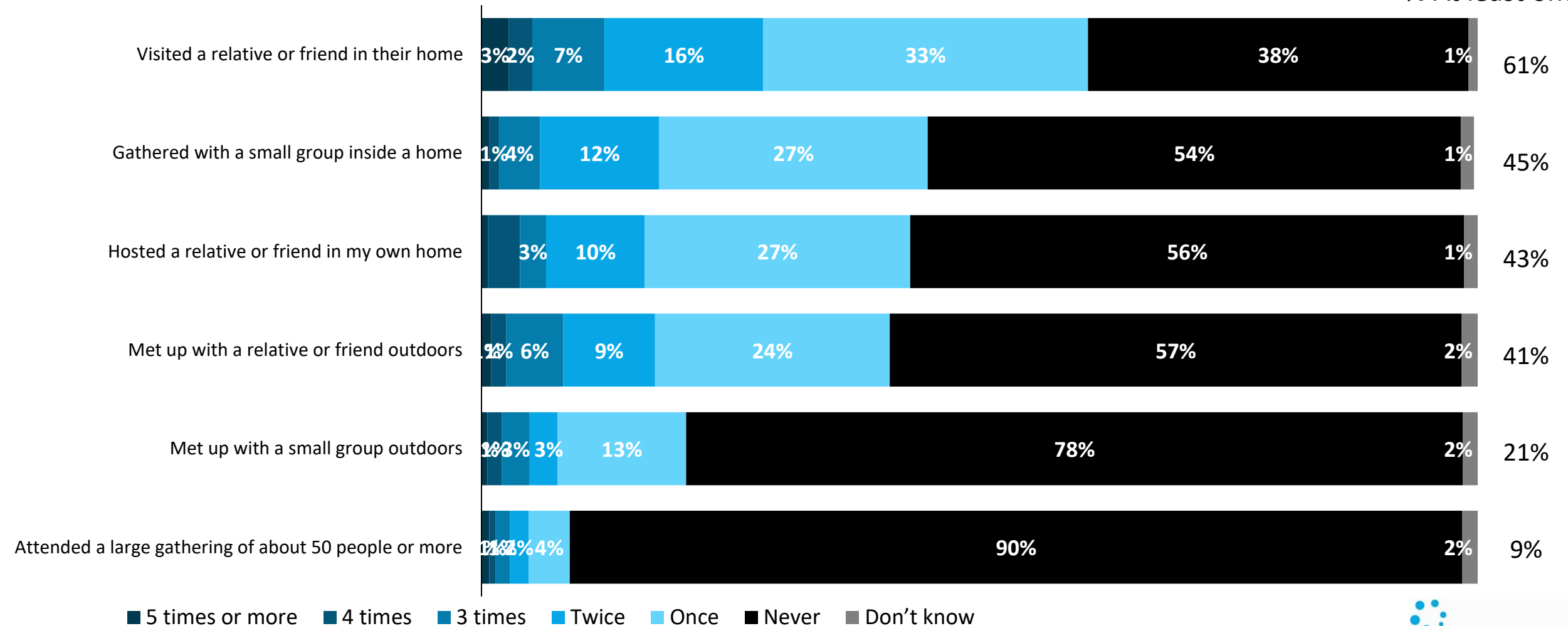


Over the past 7 days, how often have you done each of the following?

[asked of all respondents, n=1,000]

Current Wave: December 30, 2021 – January 05, 2022

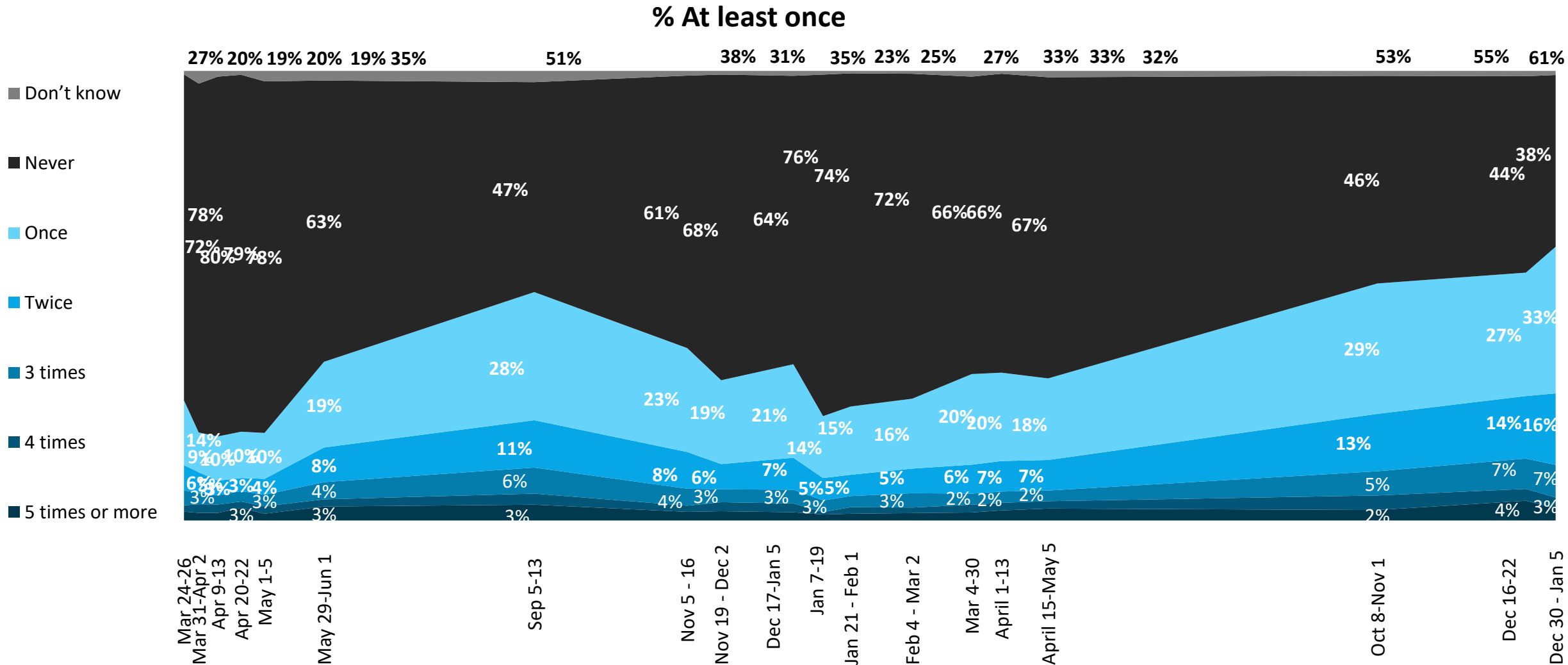
% At least once



# Visit in Home: Most (61%) reported visiting a friend/relative in their home; highest since tracking began in March 2020



Over the past 7 days, how often have you done each of the following? **Visited a relative or friend in their home**  
[asked of all respondents, n=1,000]

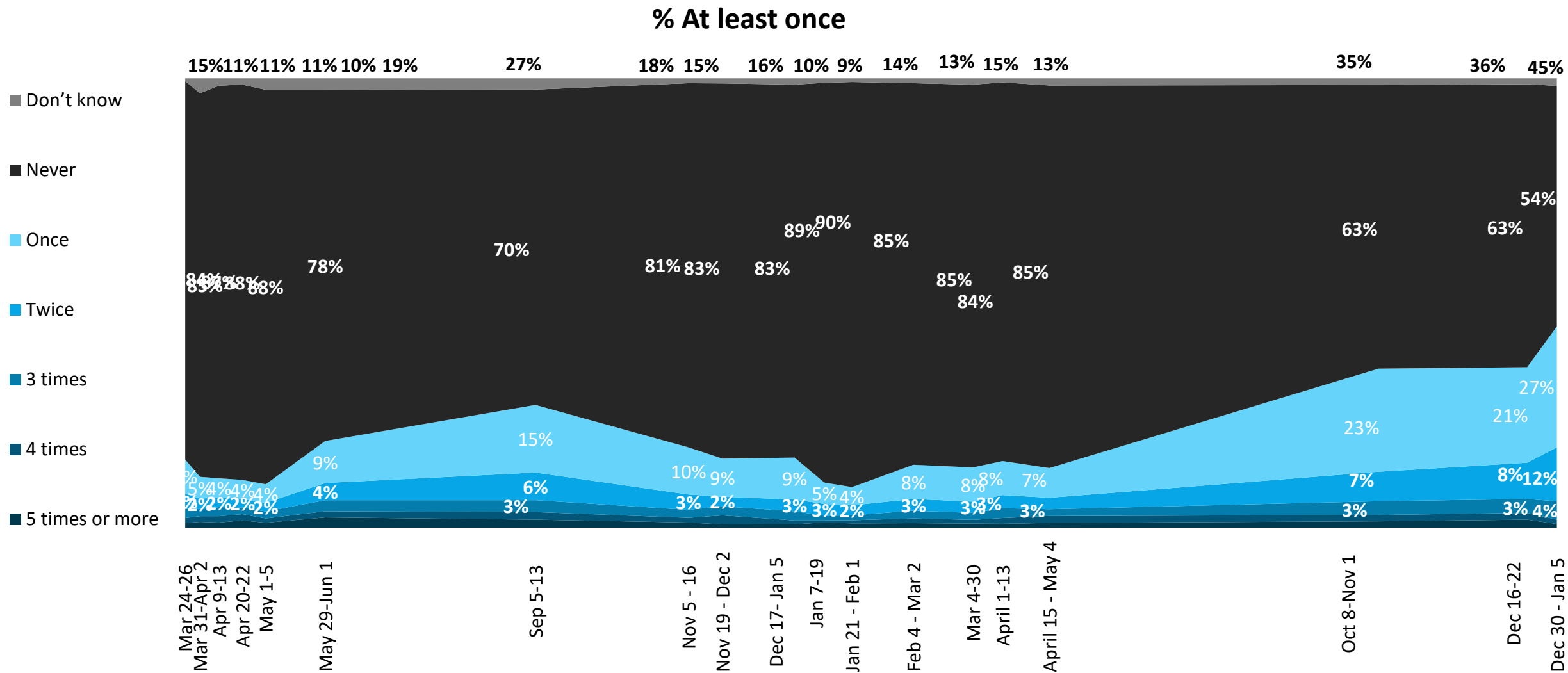


**Note:** Labels not shown for categories with a frequency of less than 2%

# Gathered with Group, Home: Around half (45%) reported gathering with a small group inside a home, highest since tracking began



Over the past 7 days, how often have you done each of the following? **Gathered with a small group inside a home**  
[asked of all respondents, n=1,000]



**Note:** Labels not shown for categories with a frequency of less than 2%

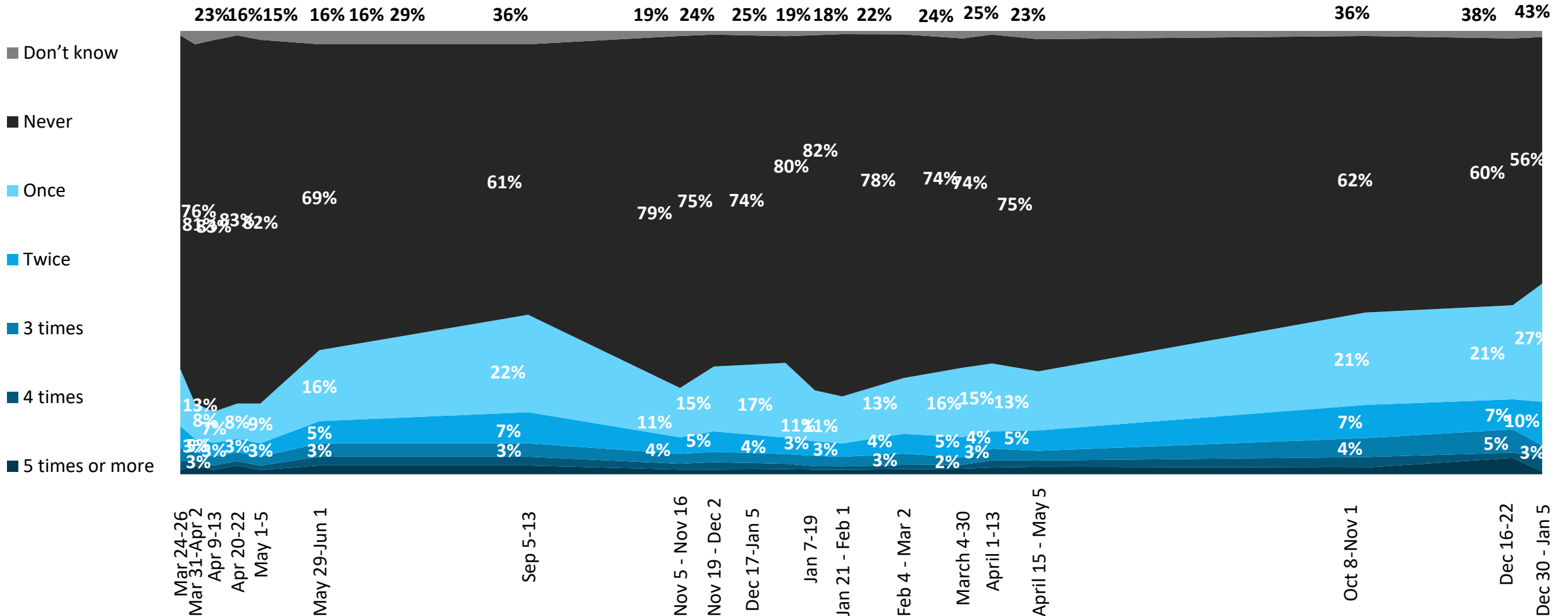
# Hosted Friend/Relative: Almost 2-in-5 (43%) reported hosting a friend/relative in their home, an all time high since tracking began



Over the past 7 days, how often have you done each of the following? **Hosted a relative or friend in my own home**

[asked of all respondents, n=1,000]

## % At least once



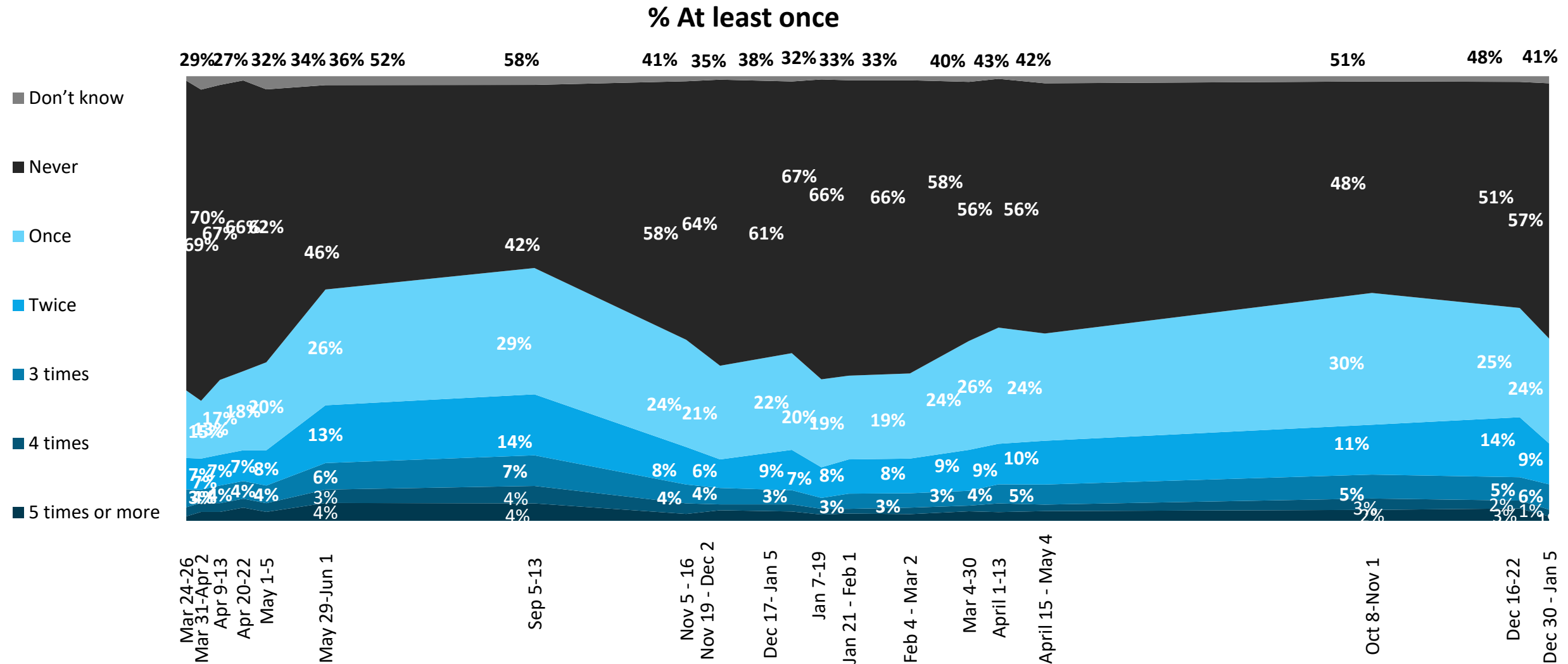
**Note:** Labels not shown for categories with a frequency of less than 2%

# Meetup, Friend/Relative Outdoors: 2-in-5 (41%) reported seeing a friend/relative outside, trending downwards since October 2021



Over the past 7 days, how often have you done each of the following? **Met up with a relative or friend outdoors**

[asked of all respondents, n=1,000]

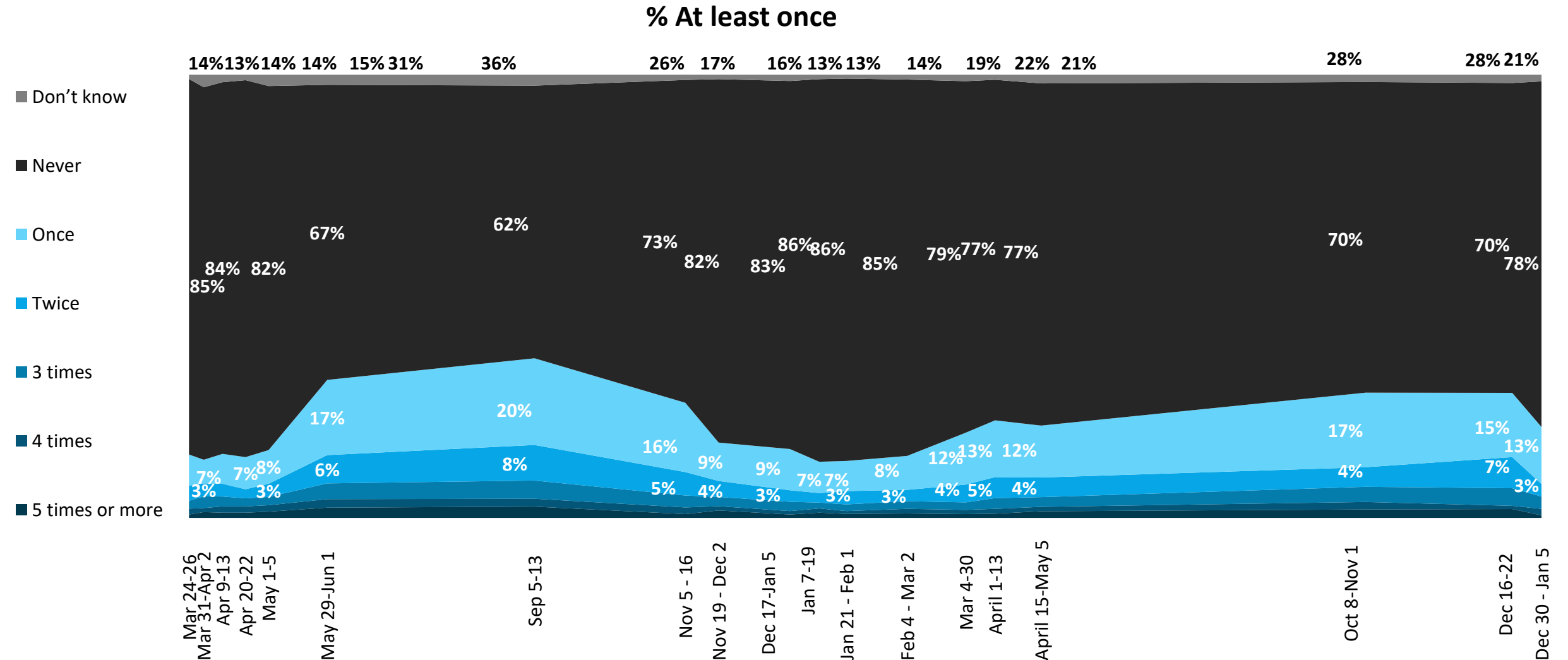


**Note:** Labels not shown for categories with a frequency of less than 2%

# Small Group, Outdoors: Only 21% reported meeting up with a small group outdoors in the last 7 days; down since last wave of tracking



Over the past 7 days, how often have you done each of the following? **Met up with a small group outdoors**  
[asked of all respondents, n=1,000]



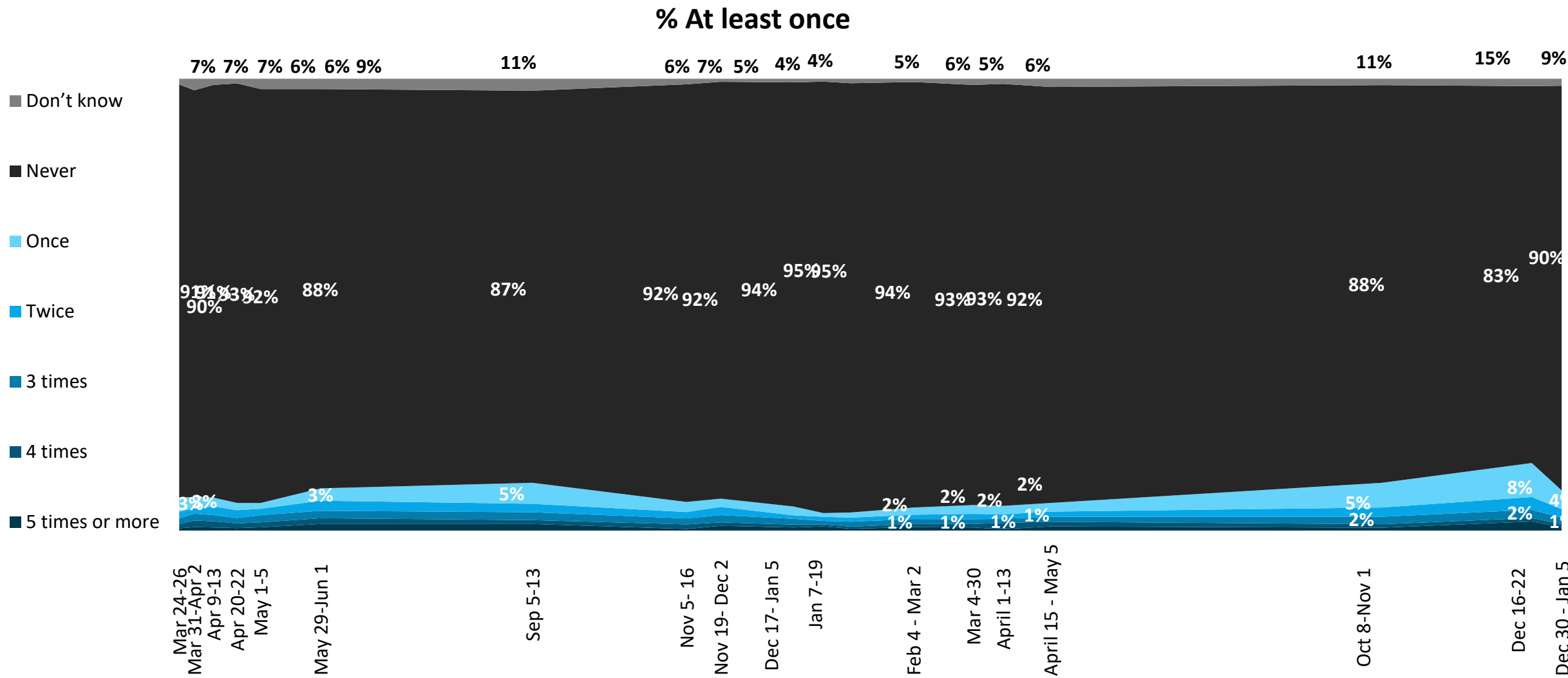
**Note:** Labels not shown for categories with a frequency of less than 2%



# Attended Large Gathering: 9% reported that they attended a large gathering over the last 7 days; a 6 point drop since mid December



Over the past 7 days, how often have you done each of the following? **Attended a large gathering of about 50 people or more**  
[asked of all respondents, n=1,000]



**Note:** Labels not shown for categories with a frequency of less than 2%

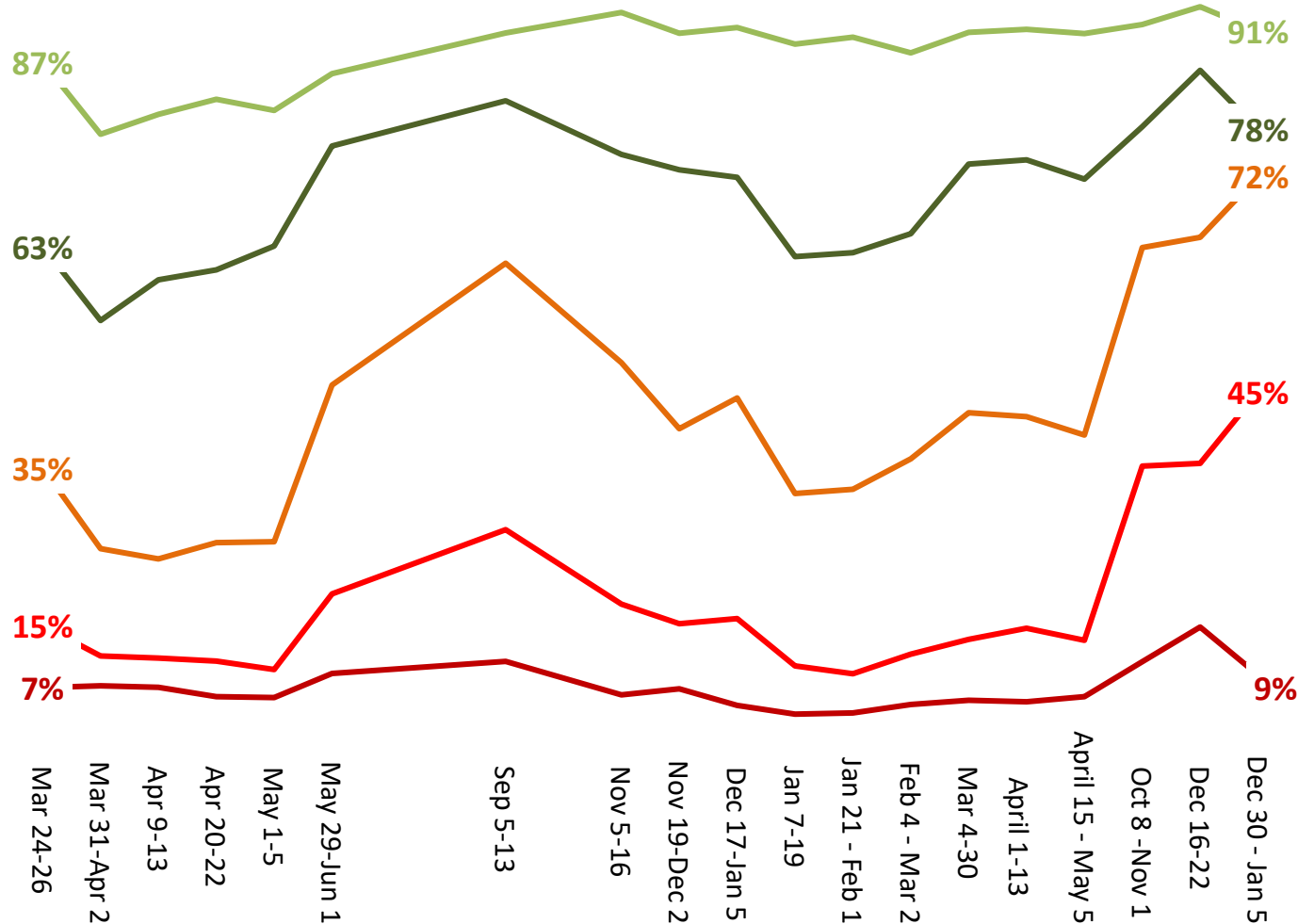
# Activities: Engaging in activities with moderate/more risk have gone up while engaging in the other activities have dropped since the last wave



Over the past 7 days, how often have you done each of the following?

[all respondents, n=1,000]

% At least once



We asked respondents how many times they have done each behaviour separately and summed their responses into the following risk categories:

## Lowest risk

- Made a trip to a grocery store or a drug store

## Modest risk

- Made a trip to a store other than a grocery store or a drug store
- Met up with a relative or friend outdoors
- Met up with a small group outdoors

## Moderate risk

- Visited a relative or friend in their home
- Hosted a relative or friend in my own home

## More risk

- Gathered with a small group inside a home

## Most risk

- Attended a large gathering of about 50 people or more

# Activities: Most re-engagement with “more” risky activities is in BC, Alberta and Ontario while modest risk drops in Quebec



Over the past 7 days, how often have you done each of the following?  
[all respondents, n=1,000]

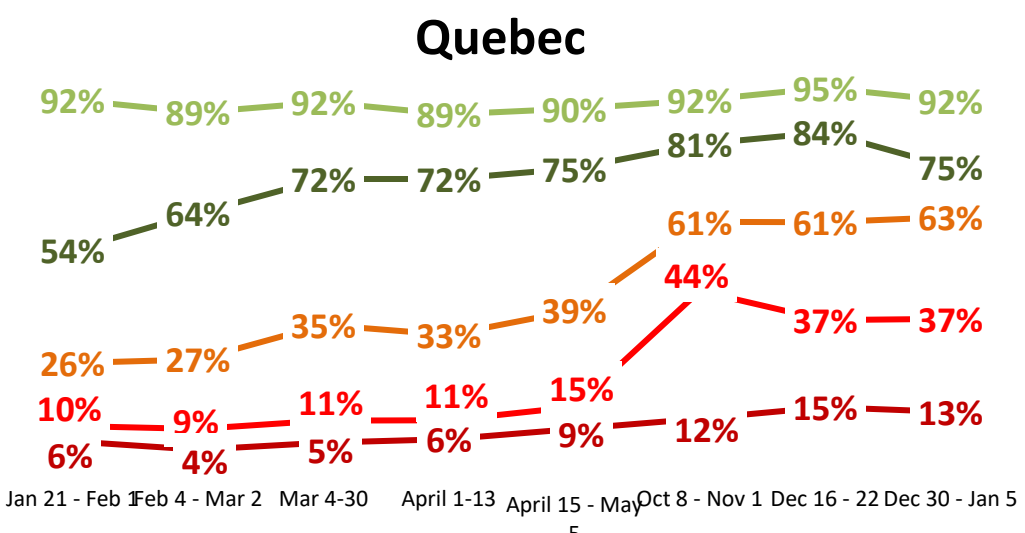
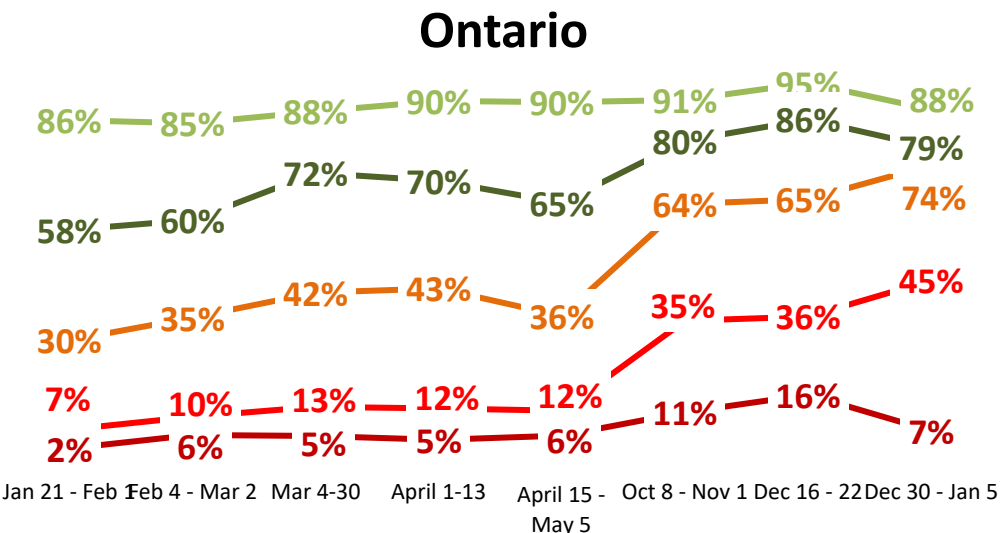
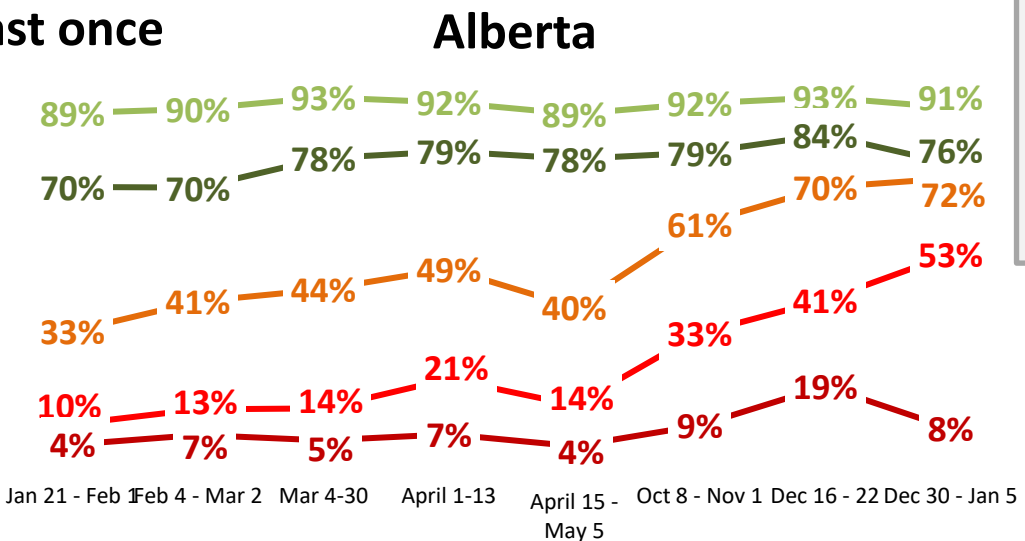
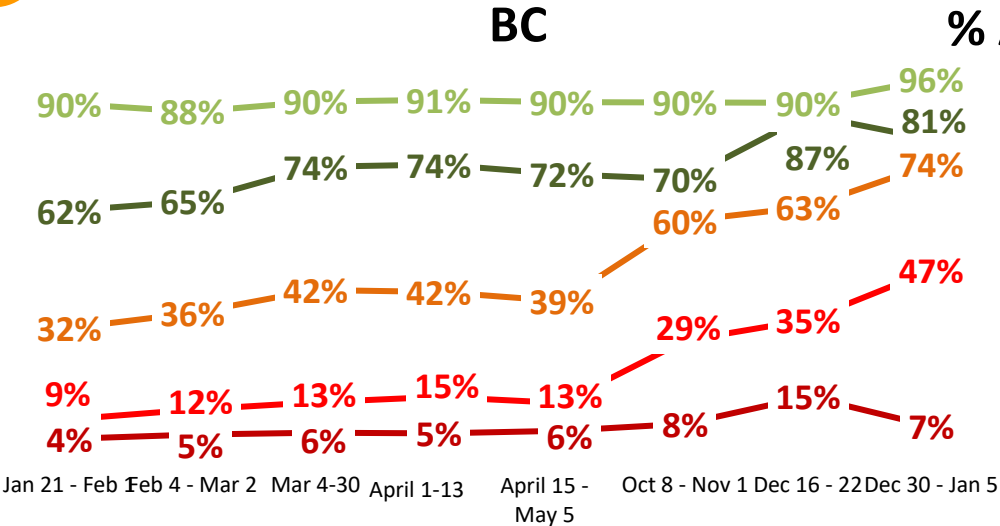
Lowest risk

Modest risk

Moderate risk

More risk

Most risk



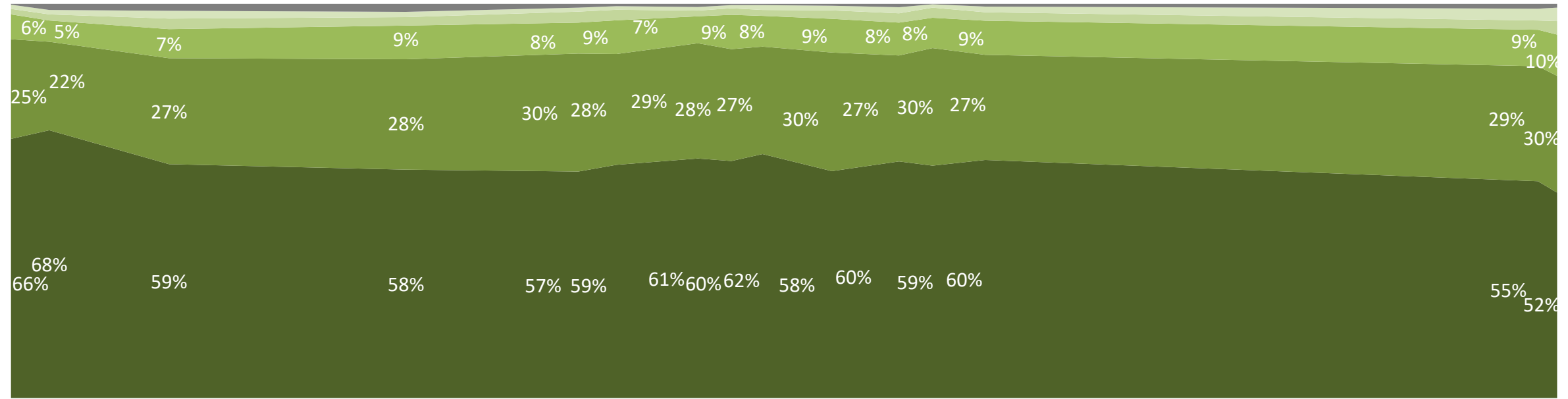
# Protective Behaviours: Hand washing seems relatively steady since the last wave



And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?  
[asked of all respondents, n=1,000]

% All/Most of the Time

Washing my hands more frequently



Mar 24-26  
Apr 9-13  
May 29-Jun 1  
Sep 5-13  
Nov 5-16  
Nov 19-Dec 2  
Dec 17-Jan 5  
Jan 7-19  
Jan 21-Feb 1  
Feb 4-Mar 2  
Mar 4-30  
Apr 1-13  
Apr 15-May 5  
Dec 16-22  
Dec 30-Jan 5

■ All the time ■ Most of the time ■ Occasionally ■ Rarely ■ Never ■ Don't know

# Protective Behaviours: Avoiding touching my face has dropped by 6 points since last wave of tracking

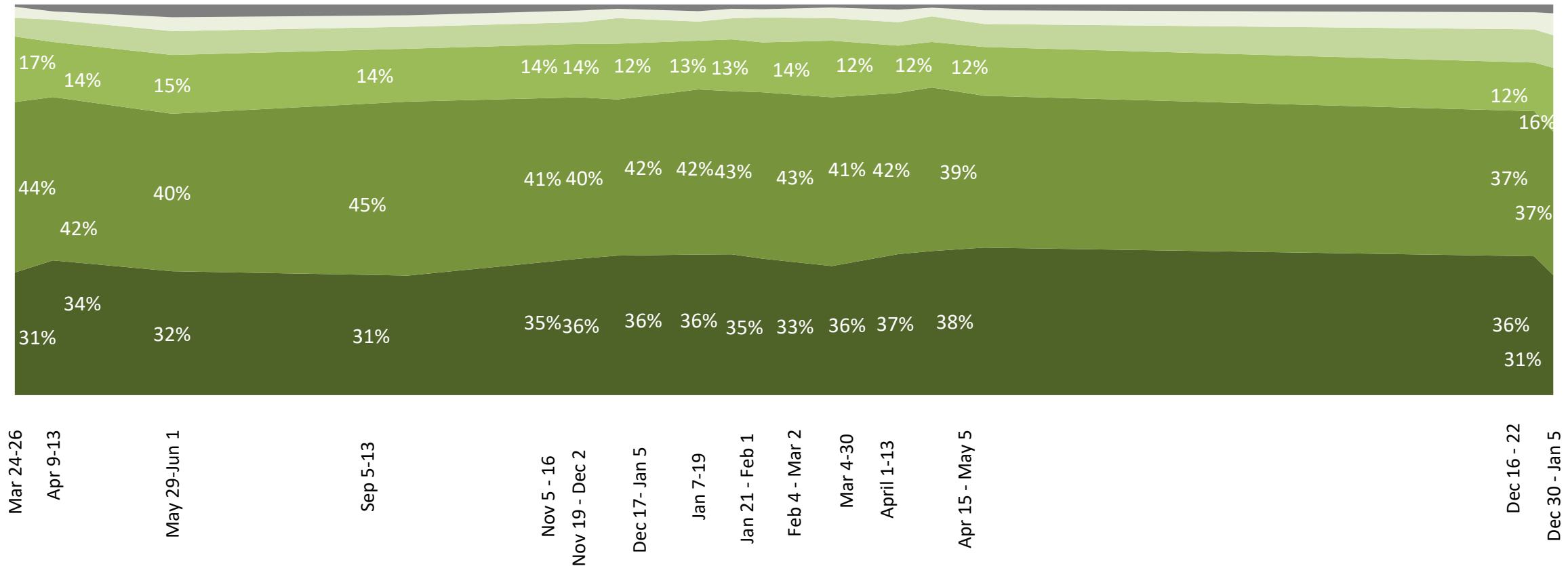


And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?

[asked of all respondents, n=1,000]

## % All/Most of the Time

Avoiding touching my face as much as possible



■ All the time ■ Most of the time ■ Occasionally ■ Rarely ■ Never ■ Don't know

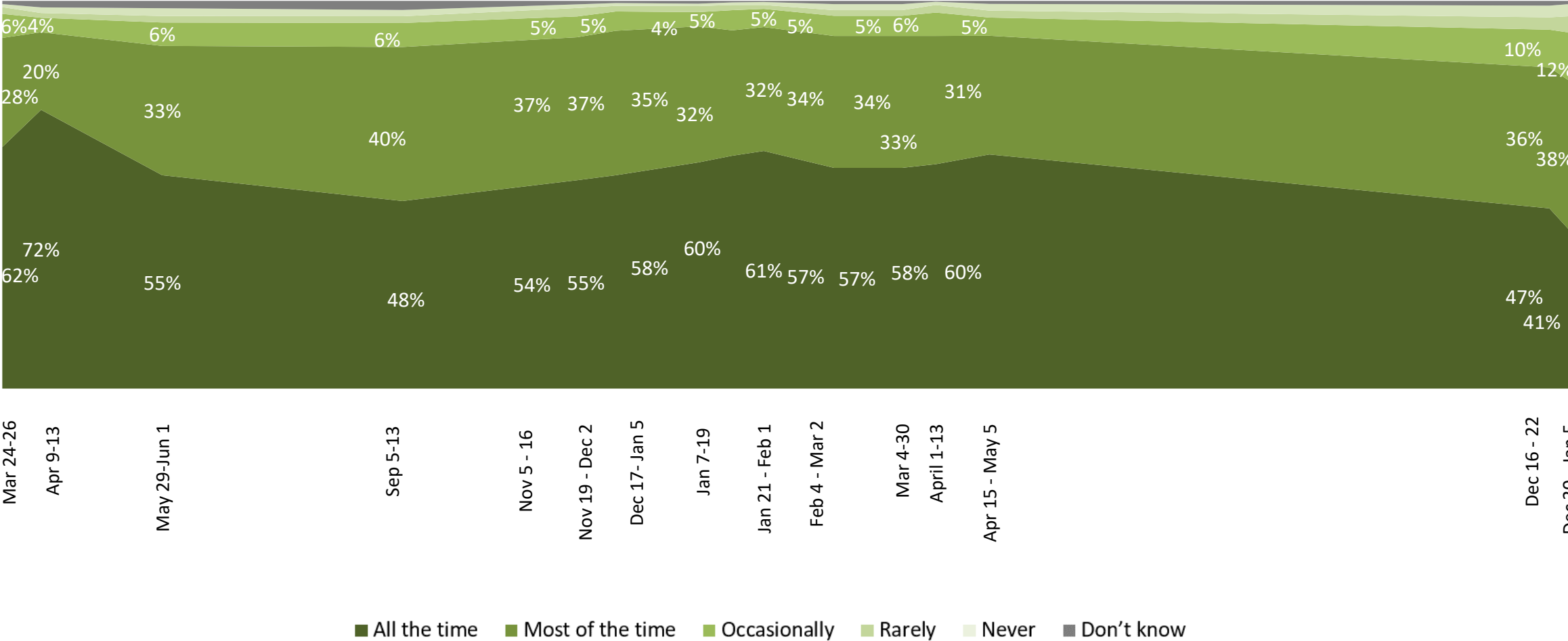
# Protective Behaviours: Keeping a distance of 2 meters from others when outside the house is down 3 points since last round of tracking



And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?  
[asked of all respondents, n=1,000]

% All/Most of the Time

Keeping a distance of 2 meters from others when I am out of my house





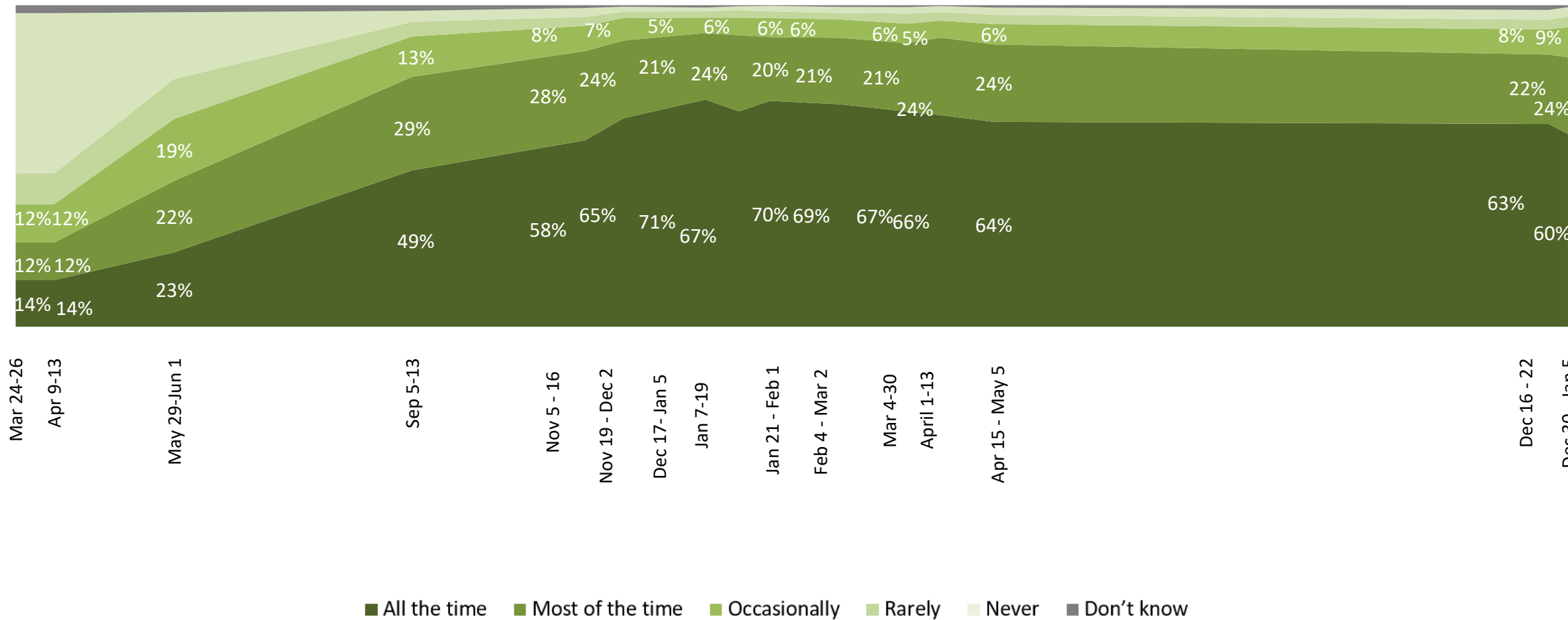
# Protective Behaviours: Wearing a mask outside the house is consistent<sup>21</sup> with the previous waves



And specifically, how often are you doing each of the following things to reduce the chance you will get COVID-19 or pass it to others?  
[asked of all respondents, n=1,000]

% All/Most of the Time

Wearing a mask when I am out of my house

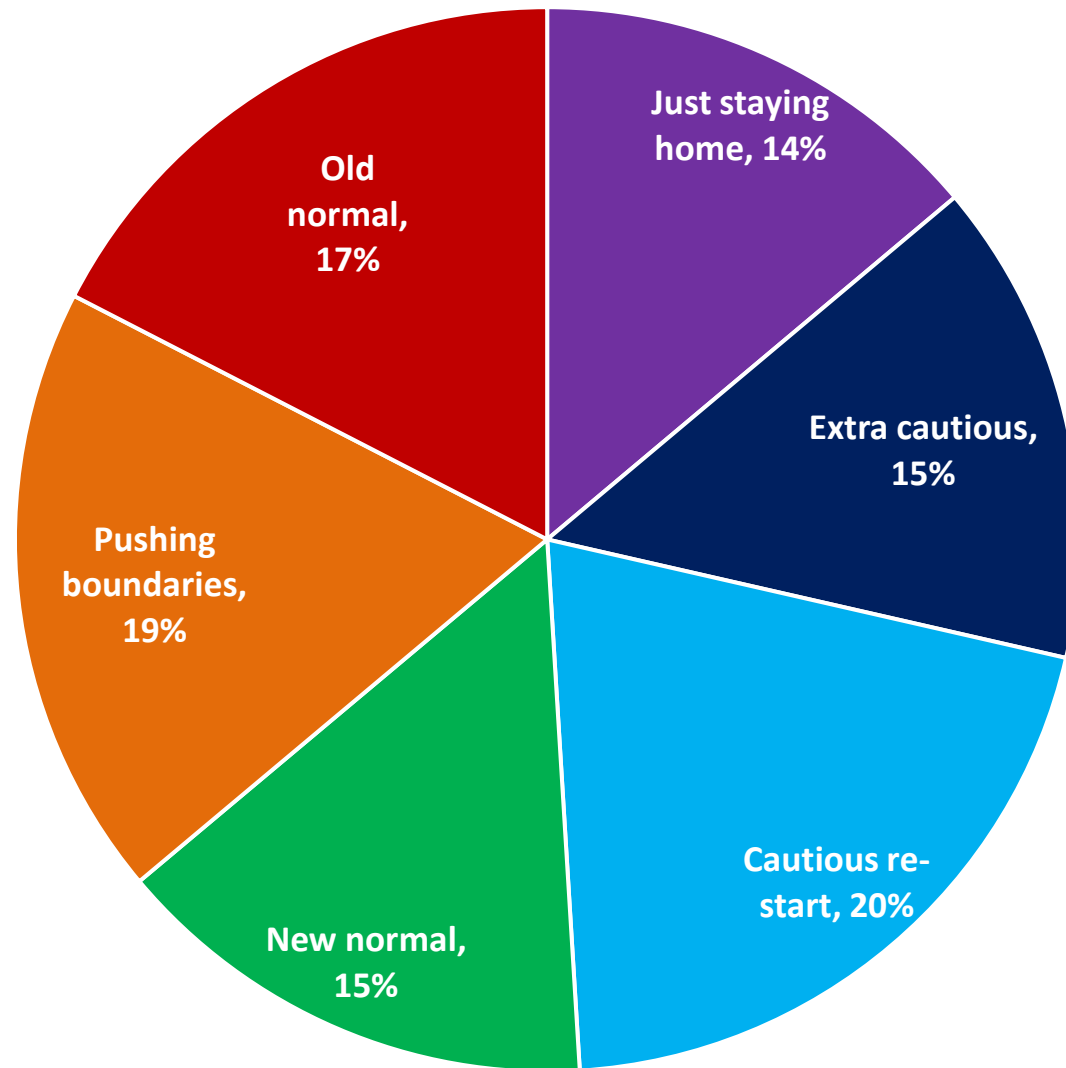


# COVID-19 Behaviour Segments

INNOVATIVE splits Canadians into 6 different groups based on how many activities they engage in and how frequently they report taking precautionary measures such as hand washing and wearing a mask.

# Behaviour Segments: Only 29% of Canadians are either just staying home or being extra cautious

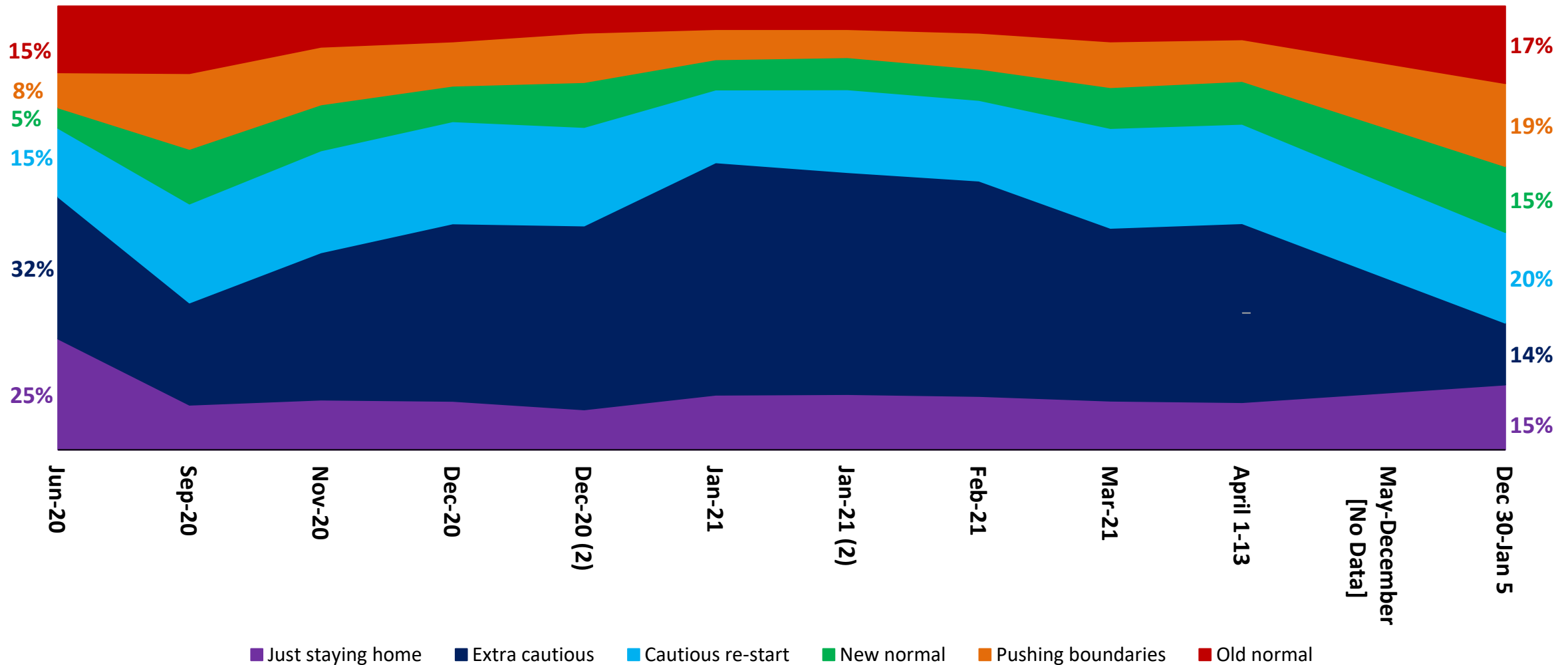
We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



Segment	Description
Just staying home	Mostly staying home BUT <b>not</b> taking many precautions
Extra cautious	Staying home AND nearly always taking every precaution
Cautious re-start	A few activities a week AND mostly or always taking precautions
New normal	Many activities a week BUT nearly always taking every precaution
Pushing boundaries	Several activities a week BUT moderate adherence to precautions
Old normal	Many, many activities a week AND minimal to no precautions

# Behaviour Segment Tracking: The share of Canadians being extra cautious is down since last spring to a low of 14%

We use the amount of activities respondents report doing as well as how frequently they say they practice good behaviours to create six different segments of the population.



# Methodology

The background of the slide is a solid light blue color. It is decorated with several dark blue circles of varying sizes. There are five circles in the upper half and three in the lower half, scattered across the right side of the slide.

# Survey Methodology

**These are the results of an online survey conducted between December 30<sup>th</sup> 2021 and January 5<sup>th</sup>, 2022.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=1,316 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** December 30<sup>th</sup> 2021 to January 5<sup>th</sup>, 2022

**Weighting:** Results for Canada are weighted by age, gender, region, and party identification to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	86	7%	132	14%
<b>Men 35-54</b>	195	15%	164	17%
<b>Men 55+</b>	323	25%	174	18%
<b>Women 18-34</b>	148	11%	137	14%
<b>Women 35-54</b>	248	19%	171	18%
<b>Women 55+</b>	306	23%	194	20%
<b>BC</b>	180	14%	131	13%
<b>AB</b>	144	11%	114	11%
<b>Prairies</b>	76	6%	66	7%
<b>ON</b>	566	43%	386	39%
<b>QC</b>	260	20%	235	24%
<b>Atlantic</b>	90	7%	69	7%





For more information, please contact:

**Greg Lyle**

**President**

(416) 642-6429

[glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

**Building Understanding.**